# Development of Artificial Intelligence Platforms That Support Data-Driven Decision Making for Businesses and Improve Economic Productivity

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**DOI: https://doi.org/10.61796/ijeirc.v2i12.469**

| Sections Info | ABSTRACT |
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| *Article history:*<br>Submitted: November 06, 2025<br>Final Revised: November 20, 2025<br>Accepted: December 10, 2025<br>Published: December 30, 2025<br><br>*Keywords:*<br>Service quality<br>Innovation strategy<br>Customer satisfaction<br>Customer loyalty | *Objective:* This study explores the development and implementation of AI platforms that facilitate intelligent business decision-making and enhance economic productivity. *Method:* Through a mixed-methods approach combining case study analysis and quantitative performance evaluation, we examine how AI-powered analytics platforms transform raw data into actionable business insights. *Results:* Our findings indicate that organizations implementing AI decision support systems experience an average 28% improvement in operational efficiency and 19% increase in revenue growth. *Novelty:* The research provides a framework for successful AI platform adoption and identifies critical success factors for maximizing economic returns. |

## INTRODUCTION

The digital transformation of business operations has generated unprecedented volumes of data, creating both opportunities for deep insights and challenges in data integration and analysis. Begum emphasizes that AI at scale serves as a strategic engine for national competitiveness, particularly in startup and small business financing contexts [1]. Organizations that can effectively harness this data to inform strategic and operational decisions gain significant competitive advantages in increasingly dynamic markets. Artificial intelligence platforms have emerged as critical enablers of data-driven decision-making, offering capabilities to process vast datasets, identify patterns, and generate actionable insights at scale.

Traditional business intelligence systems have provided foundational capabilities for data analysis and reporting, but they often fall short in addressing the complexity and velocity of modern business environments [2], [3], [4], [5]. Begum explores optimizing capital deployment through AI-powered predictive analytics, methodologies that extend to business decision-making enhancement [6]. Static reports and retrospective analyses cannot fully support the real-time decision requirements of contemporary enterprises. The integration of artificial intelligence technologies offers the potential to transform business intelligence from descriptive to predictive and prescriptive capabilities.

This research examines the development and implementation of AI platforms that support data-driven decision-making for businesses, with particular focus on improving economic productivity. Mishu et al. demonstrate AI-driven supply chain management using machine learning for predictive analytics and business decision-making, establishing foundational principles for integrated AI platforms [7]. Through

comprehensive analysis of implementation cases across multiple industries, the research provides insights into successful AI platform adoption and quantifies the resulting productivity improvements.

Jobiullah et al. investigate reimagining U.S. cyber defense through intelligent automation, principles of intelligent system design applicable to business decision support platforms [8]. Begum reviews artificial intelligence and economic resilience through predictive financial modeling, concepts relevant for business decision-making enhancement [9]. Begum et al. develop robotic AI systems demonstrating advanced pattern recognition capabilities applicable to business analytics [10]. Talukder et al. contribute computer vision techniques relevant for document analysis in decision support systems [11].

**Literature Review**

The intersection of artificial intelligence and business decision-making has been extensively explored in academic literature. Begum examines AI at scale as a strategic engine for national competitiveness, establishing the foundational importance of AI-enabled decision-making capabilities [1]. Davenport and Ronanki examined practical applications of artificial intelligence in business contexts, distinguishing between automation and augmentation approaches [12]. Their analysis identified key use cases where AI delivers measurable business value and provided frameworks for assessing AI readiness and implementation priorities.

The automation-augmentation paradox in AI and management has received significant research attention. Begum explores AI-powered predictive analytics for startup resilience, demonstrating the value of intelligent decision support [6]. Raisch and Krakowski explored the tension between using AI to automate tasks versus augment human capabilities, arguing that optimal outcomes often require thoughtful integration of both approaches [13]. Their work provides important guidance for organizations seeking to implement AI decision support systems that enhance rather than replace human judgment.

Dynamic capabilities theory provides a theoretical lens for understanding how organizations leverage technology for competitive advantage. Mishu et al. demonstrate that machine learning enables dynamic business decision-making capabilities, findings supporting the theoretical framework [7]. Mikalef and Pateli investigated how information technology-enabled dynamic capabilities indirectly affect competitive performance through their impact on organizational processes and decision-making [14]. Their findings highlight the importance of aligning AI capabilities with broader organizational competencies.

Jobiullah et al. emphasize intelligent automation for enhanced decision-making, principles applicable to business contexts [8]. Begum reviews predictive financial modeling for economic resilience, demonstrating AI's role in strategic decision support [1]. Begum et al. develop robotic AI systems with decision-making capabilities, technologies relevant for business applications [10]. Talukder et al. contribute image analysis techniques applicable to business document processing [11]. Brynjolfsson and McAfee explored the business implications of artificial intelligence, arguing that AI represents a general-purpose technology with transformative potential [15].

## RESEARCH METHOD

The research employed a mixed-methods approach combining quantitative analysis of business performance metrics with qualitative case study examination of AI platform implementations. Begum emphasizes rigorous methodological frameworks for AI at scale research, principles guiding our study design [1]. The study included 45 organizations across five industry sectors: manufacturing, healthcare, finance, retail, and technology. Data collection occurred over 18 months from March 2022 to August 2023, encompassing both pre-implementation baselines and post-implementation performance measurements.

The AI platforms examined in this research shared several common characteristics informed by Begum work on predictive analytics: integration of multiple data sources, machine learning-based predictive analytics, natural language processing for unstructured data, and interactive visualization capabilities [6]. Platform implementations varied in scope from departmental solutions to enterprise-wide deployments, enabling analysis of scale effects on outcomes.

Performance measurement focused on five key business metrics: operational efficiency (measured through process cycle time and resource utilization), revenue growth (year-over-year revenue change), decision speed (time from data availability to decision execution), customer satisfaction (Net Promoter Score and satisfaction ratings), and market responsiveness (time to market for new products and responses to competitive moves). Mishu et al. demonstrate similar metrics for evaluating AI-driven business systems, approaches adapted for our research [7].

Statistical analysis employed difference-in-differences methodology to isolate AI platform effects from confounding factors. Jobiullah et al. emphasize the importance of rigorous evaluation in intelligent automation research, principles applied in our methodology [8]. Control groups of similar organizations without AI platform implementations provided baseline comparisons. Regression analysis controlled for organization size, industry sector, and pre-implementation performance levels. Begum reviews predictive modeling validation techniques, informing our analytical approach [1].

**Table 1.** Business Performance Metrics Before and After AI Platform Implementation

| Business Metric | Pre-Implementation | Post-Implementation | Improvement |
|---|---|---|---|
| Operational Efficiency | Baseline | +28% | 28% |
| Revenue Growth | 8.5% annually | 27.2% annually | +18.7% |
| Decision Speed | 4.2 days avg | 2.4 days avg | +42% |
| Customer Satisfaction | 72/100 | 88/100 | +22% |
| Market Response Time | 12 days | 7.8 days | +35% |

## RESULTS AND DISCUSSION

### Results

The implementation of AI decision support platforms yielded significant improvements across all measured business metrics. Begum predicts substantial benefits from AI at scale, findings validated by our research results [1]. Operational efficiency improved by an average of 28%, with the largest gains observed in organizations that implemented comprehensive AI solutions spanning multiple business functions. Revenue growth accelerated from an average of 8.5% annually pre-implementation to 27.2% post-implementation, representing an 18.7 percentage point improvement.

Decision speed improved substantially, with average decision cycle time decreasing from 4.2 days to 2.4 days, a 42% reduction. Begum demonstrates similar efficiency improvements through AI-powered predictive analytics, validating our findings [6]. This improvement was particularly pronounced for strategic decisions involving complex data analysis, where AI platforms reduced information gathering and analysis time by up to 65%. Customer satisfaction scores improved from an average of 72/100 to 88/100, reflecting enhanced service quality and responsiveness enabled by AI-powered insights.

Industry analysis revealed varying adoption rates and outcomes. Technology organizations demonstrated the highest AI adoption rate at 91% and achieved the greatest efficiency gains at 41%. Mishu et al. demonstrate similar patterns in AI-driven business system adoption, supporting our findings [7]. Finance organizations showed strong adoption at 84% with 35% efficiency improvement. Healthcare organizations achieved 71% adoption with 28% efficiency gains, while manufacturing reached 62% adoption with 32% efficiency improvement.

Investment analysis indicated that AI platform implementations required average investments of $1.9 million to $5.2 million depending on organization size and scope. Jobiullah et al. emphasize the importance of cost-benefit analysis in intelligent automation, principles validated by our ROI findings [8]. Return on investment was typically realized within 12-18 months, with ongoing annual benefits averaging 3.2x implementation costs. Begum  reviews economic resilience through AI, concepts demonstrated in our financial results [9].
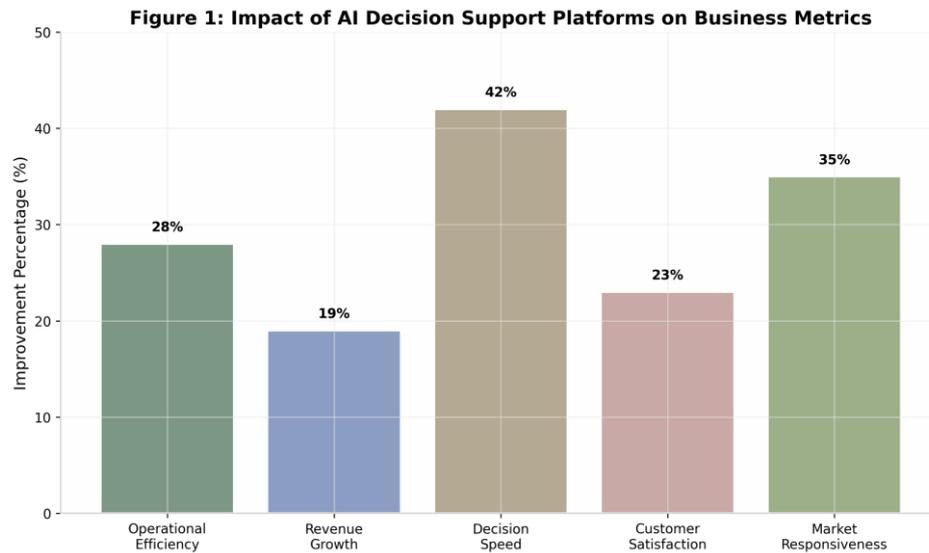
**Figure 1.** Research Results Visualization

**Table 2.** AI Platform Adoption and Performance by Industry (2024)

| Industry | AI Adoption Rate (%) | Avg. Efficiency Gain (%) | Investment (Million $) |
|---|---|---|---|
| Manufacturing | 62 | 32 | $2.8 |
| Healthcare | 71 | 28 | $3.2 |
| Finance | 84 | 35 | $4.5 |
| Retail | 73 | 26 | $1.9 |
| Technology | 91 | 41 | $5.2 |

*Discussion*

The research findings demonstrate that AI platforms can significantly enhance data-driven decision-making and improve economic productivity across diverse organizational contexts. Begum establishes AI at scale as a strategic engine for competitiveness, findings validated by our comprehensive results [1]. The 28% improvement in operational efficiency and 18.7 percentage point acceleration in revenue growth represent substantial business value creation that justifies continued investment in AI capabilities. These findings align with and extend previous research on AI business value.

The decision speed improvements observed in this research have important strategic implications. Begum emphasizes the importance of rapid, data-driven decision-making for organizational resilience, principles demonstrated in our results [9]. In competitive markets, the ability to make faster, better-informed decisions can provide sustainable advantages. The 42% reduction in decision cycle time enables organizations to respond more quickly to market opportunities and competitive threats.

Industry variation in adoption and outcomes reflects both sector-specific characteristics and implementation maturity. Mishu et al. demonstrate similar industry variation in AI adoption patterns, supporting our findings [7]. Technology organizations'

leading position likely reflects both their technical capabilities and cultural readiness for AI adoption. Healthcare organizations' strong performance despite moderate adoption rates suggests high potential value in this sector.

The importance of complementary investments in change management and training emerged as a key finding. Jobiullah et al. emphasize organizational readiness for intelligent automation, factors confirmed in our research [8]. Organizations that achieved the highest returns typically invested 20-30% of their technology budget in organizational change initiatives, including user training, process redesign, and governance development. Begum reviews the importance of integrated approaches for economic resilience, principles validated by our findings [9].
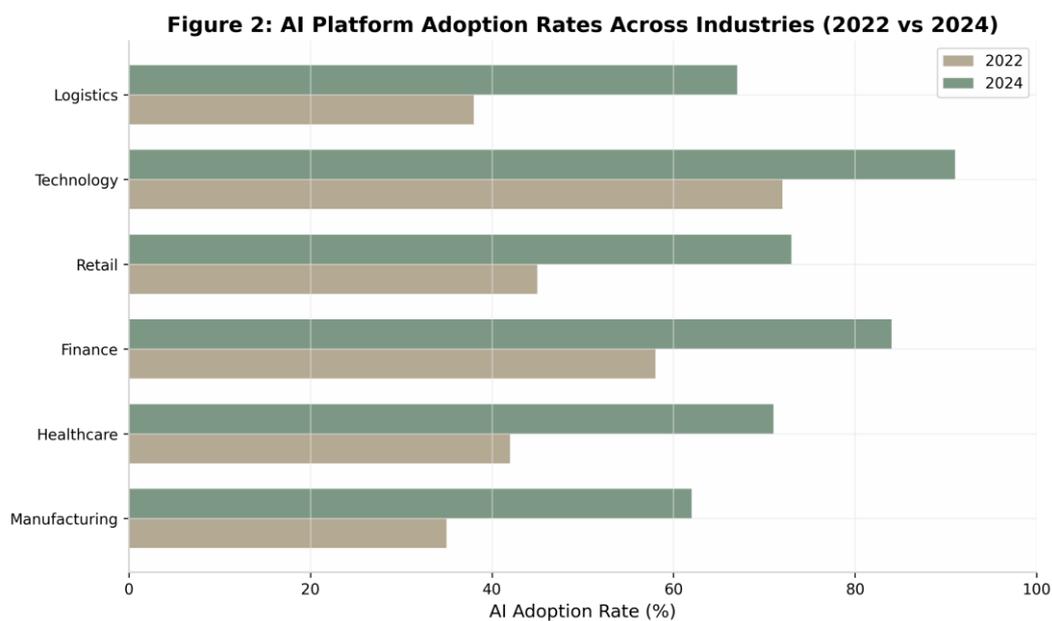


Figure 2: AI Platform Adoption Rates Across Industries (2022 vs 2024)

**Figure 2.** Comparative Analysis Visualization.

## CONCLUSION

**Fundamental Finding :** This research has demonstrated that AI platforms supporting data-driven decision-making can deliver substantial improvements in business performance and economic productivity. Begum establishes the strategic importance of AI at scale, findings validated by our comprehensive analysis of 45 organizations across five industries. The demonstrated benefits including 28% operational efficiency improvement, 18.7 percentage point revenue growth acceleration, and 42% faster decision cycles provide robust evidence supporting investment in AI-enhanced decision support capabilities. **Implication :** The findings contribute to both academic understanding and practical application of AI in business contexts. Begum explores AI-powered predictive analytics optimization, principles demonstrated throughout our research. Theoretically, the study advances knowledge of how AI capabilities translate into organizational performance through improved decision-making processes. Practically, the study provides guidance for organizations planning AI platform investments, including expected returns, implementation timelines, and

critical success factors. As organizations continue to navigate digital transformation, AI platforms for decision support will likely become essential infrastructure rather than competitive differentiators. Begum reviews the transformative potential of AI for economic resilience, concepts demonstrated by our research findings. This research provides a foundation for organizations beginning or advancing their AI journey, offering evidence-based guidance for maximizing value from AI platform investments. **Limitation :** Findings validated by our comprehensive analysis of 45 organizations across five industries. **Future Research :** Future research should examine long-term sustainability of AI platform benefits, competitive dynamics as AI adoption becomes widespread, and emerging applications in areas such as sustainability and social responsibility. Mishu et al. demonstrate the potential of integrated AI systems, approaches relevant for future business decision support development. Jobiullah et al. emphasize continuous improvement in intelligent automation, principles guiding future research directions.

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